

REMARKS

Applicants respectfully request further examination and reconsideration in view of the instant response. Claims 1-6, 10-19, and 21-25 remain pending in the case. Claims 1-25 are rejected. Claims 7-9, 20 and 21 are cancelled herein without prejudice. Claims 1, 10, 16 and 22 are amended herein. No new matter has been added.

35 U.S.C. §103(a)

Claims 1-6, 10-19 and 22-25 are rejected under 35 U.S.C. § 103(a) as being unpatentable over United States Patent Application Publication 2002/0059131 A1 by Goodwin et al., hereinafter referred to as the "Goodwin" reference, in view of United States Patent Application Publication 2002/0087680 A1 by Cerami et al., hereinafter referred to as the "Cerami" reference. Applicants have reviewed the cited reference and respectfully submit that the present invention as recited in Claims 1-6, 10-19 and 22-25 is not anticipated nor rendered obvious by Goodwin in view of Cerami.

Applicants respectfully direct the Examiner to independent Claim 1 that recites that an embodiment of the present invention is directed to (emphasis added):

A method of addressing problems associated with customer orders, comprising the steps of:
receiving an order placed by a customer;
initiating a workflow process to handle the order;

monitoring the workflow process to detect any problems related to the order;

notifying a human call center agent if a problem occurs during the processing of the order which enables the human call center agent to proactively contact the customer; and

proactively establishing a telephonic interaction between said human call center agent and the customer in response to the problem.

Independent Claims 10, 16 and 22 recite similar limitations. Claims 2-6 that depend from independent Claim 1, Claims 11-15 that depend from independent Claim 10, Claims 17-19 that depend from independent Claim 16, and Claims 23-25 that depend from independent Claim 22 provide further recitations of the features of the present invention.

The combination of Goodwin and Cerami does not teach a method of addressing problems associated with customer orders, as claimed. For instance, Goodwin and these embodiments of the claimed invention are very different. Applicants understand Goodwin to teach a method for trading and originating financial products using a computer network without human interaction. In particular, Goodwin teaches a method for wherein financial product information is provided to a potential buyer without establishing a telephonic interaction between a human agent and a customer. The financial product information is provided to a user over a network connection in the form of textual documentation. Notification that financial product information matches the user's criteria is transmitted electronically by a system for trading financial products (see [0147] and system 30 of Figure 3).

Applicants understand Goodwin to teach a system in which the buyer specifies a type of financial product she is interested in buying, and a product is matched to a seller's product based on criteria established by both the buyer in seller ([0072]). In particular, a buyer does not place an order for a financial product. Rather, the buyer submits criteria related to financial products in which she is interested. Specifically, the buyer does not purchase a financial product in exchange for a payment, as no payment is exchanged.

In contrast, embodiments of the claimed invention are directed towards a method of addressing problems associated with customer orders including receiving an order placed by a customer and initiating a workflow process to handle the order. As described in the present specification, an order is placed at step 301 of Figure 3. In particular, an order is made by purchasing a product in exchange for a payment (page 14, lines 14-25).

Furthermore, Applicants understand Goodwin to teach a system for electronically presenting financial product information in response to criteria of a potential customer and notifies the customer electronically if matching financial product information is available. With reference to Figure 2 of Goodwin, notifier 66 of system 30 generates the notification to bidders of any matches. For example, Sellers can be notified, such as by a telephone call, letter, email, facsimile, automated message, or other appropriate notification.

Specifically, Applicants respectfully assert that system 30 is intended for automated electronic notification to a bidder.

In contrast, embodiments of the present invention are directed towards proactively establishing a telephone interaction between a human call center agent and a customer in response to a problem. Goodwin does not teach, disclose, or suggest proactively establishing a telephonic interaction between a human call center agent and a customer in response to the problem, as claimed. On the contrary, Goodwin teaches away from such a configuration, as Goodwin teaches automated electronic notification.

Moreover, the combination of Goodwin and Cerami fails to teach or suggest the present invention as claimed because Cerami does not overcome the shortcomings of Goodwin. Cerami, alone or in combination with Goodwin, does not show or suggest a method of addressing problems associated with customer orders, as claimed. Applicants understand Cerami to teach a method of managing a repair process for a fault between a proactive network repair system and a customer service system using a repair ticketing system. In particular, Cerami relates to broadband network management.

Applicants respectfully assert that the present invention is not anticipated by Cerami because Cerami does not teach, describe or suggest a method of addressing problems associated with customer orders including monitoring a

workflow process to detect any problems related to an order. Applicants respectfully assert that the proactive network management system of Cerami is not the workflow as claimed in the present invention. Cerami teaches a system for proactively managing faults in a broadband network. Specifically, the system of Cerami monitors a network and manages faults of the network. Cerami does not teach, describe or suggest a system for taking customer orders or for dealing with business transaction.

In contrast, embodiments of the claimed invention are directed towards a method of addressing problems associated with customer orders including monitoring the workflow process to detect any problems related to the order. Specifically, with reference to Figure 3 of the present application, if a failure is detected in the workflow while processing the order at step 304, a call center is notified at step 305. The workflow is monitored for problems related to the order.

Furthermore, Applicants understand Cerami to teach a method or managing a repair process for a fault between a proactive network repair system and a customer service system using a repair ticketing system. In particular, the ticketing system notifies customer service representatives about a fault in the network so that the customer service representatives can “report known fault problems and repair efforts to customers when they call in” (emphasis added). Applicants respectfully assert that the method taught by

Cerami is reactive, rather than proactive, as the customer service representative reacts to a customer's call before reporting information to the customer.

Applicants respectfully assert that fault detection in a network is much different than monitoring a problem related to an order. The number of users affected by a network fault can be very large, and proactively notifying the users is unnecessary. In many circumstances, it would not be feasible for a network manager to call affected users. For instance, since the problem is related directly to the network, calling the user would have no positive effect on the repair process, but would rather allocate resources away from network repair.

In contrast, embodiments of the present invention are directed towards proactively establishing a telephone interaction between a human call center agent and a customer in response to a problem related to the order. That the problem is related to the order is very different from the fault detection of Cerami. For instance, the problem related to the order may require customer contact in order to solve the problem (e.g., page 9, lines 5-20). For example, the exact product ordered may not be available, but a similar product is. By contacting the customer associated with the order, the problem can be solved. Applicants respectfully assert that Cerami does not teach, disclose, or suggest monitoring the workflow process to detect any problems related to the order, as claimed. Furthermore, Applicants respectfully submit that there is no

motivation to combine the teachings of Goodwin and Cerami, as the reference are from different fields.

Cerami does not teach, disclose, or suggest monitoring the workflow process to detect any problems related to the order, as claimed. On the contrary, Cerami teaches a system for proactive fault detection in a network. On the contrary, Cerami teaches away from such a configuration, as Cerami provides fault information for a network that is unfeasible, unnecessary and costly to proactively to a customer. In view of the claim limitation of monitoring the workflow process to detect any problems related to the order not being shown or suggested in Cerami, in combination with the above arguments, Applicants respectfully submit that independent Claims 1, 10, 16 and 22 overcome the cited references and are therefore allowable over the combination of Goodwin and Cerami.

Applicants respectfully assert that nowhere does the combination of Goodwin and Cerami teach, disclose or suggest the present invention as recited in independent Claims 1, 10, 16 and 22, and that these claims are thus in condition for allowance. Therefore, Applicants respectfully submit the combination of Goodwin and Cerami also does not teach or suggest the additional claimed features of the present invention as recited in Claims 2-6 dependant on allowable base Claim 1, Claims 11-15 dependant on allowable base Claim 10, Claims 17-19 dependant on allowable base Claim 16, and

Claims 23-25 dependant on allowable base Claim 22. Applicants respectfully submit that Claims 2-6, 11-15, 17-19 and 23-25 overcome the rejection under 35 U.S.C. § 103(a) as these claims are dependent on allowable base claims.

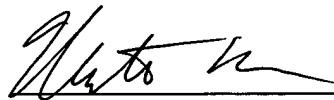
CONCLUSION

Based on the arguments presented above, Applicants respectfully assert that Claims 1-25 overcome the rejections of record and, therefore, Applicants respectfully solicit allowance of these Claims.

The Examiner is invited to contact Applicants' undersigned representative if the Examiner believes such action would expedite resolution of the present Application.

Respectfully submitted,
WAGNER, MURABITO & HAO L.L.P.

Dated: 30 March, 2004


Matthew J. Blecher
Registration No. 46,558

Two North Market Street
Third Floor
San Jose, CA 95113
(408) 938-9060